

Santa Rosa, California (Newsworthy.ai) Thursday Feb 22, 2024 @ 3:10 PM Pacific —

“The acquisition enables Garden Society to scale its product lineup and reach a wider demographic as we amplify the values we believe should characterize the craft community.”

[Garden Society](#), a woman-owned brand renowned for its award-winning edibles, proudly announces the acquisition of [Chemistry](#) in an all-equity deal. Through this strategic move, the Sonoma-based company adds manufacturing expertise and expands its categories with tinctures, cartridges and other artisanal products.

“Our brands are connected by shared values like craft legacy and staying true to the plant, yet we’ve traditionally offered different product categories,” says Erin Gore, CEO and Founder of Garden Society. “The acquisition enables Garden Society to scale its product lineup and reach a wider demographic as we amplify the values we believe should characterize the craft community.”

Established the same year in 2016, Garden Society and Chemistry built their brands on a foundation of small-batch production, sustainable farming practices and full-spectrum cannabis products. The aligned ethos allows Chemistry to integrate seamlessly into Garden Society’s licensed manufacturing supply chain and distribution channels in California and Ohio. Both brands will make their East Coast debut this spring in the surging New Jersey market.

Garden Society also welcomes [Paul Roethle](#), CEO and Founder of Chemistry, to its executive team as Vice President of Product.

“Drawing from our shared engineering and science backgrounds, Erin and I always held a mutual admiration for each other’s brands, and I am thrilled that Chemistry is now part of Garden Society,” adds Roethle, who earned a PhD in Organic Chemistry from UC-Berkeley. “Our synergies and objectives are fully aligned to bring consumers the pinnacle of science and nature working in harmony.”

Started as a bespoke women’s brand nestled in wine country, Garden Society has grown into a nationally recognized company that’s celebrated for its delicious edibles and strain-specific offerings. Chemistry, the company’s first acquisition, further propels Garden Society on its journey to share craft values and products across multiple markets and categories.

About [Garden Society](#)

Born from a vision to empower women in the cannabis space, [Garden Society](#) blossomed into a prized choice for enthusiasts of all backgrounds. Erin Gore, recognized by Forbes as one of the most powerful and innovative women in cannabis, founded the company after serving as a Chemical Engineer for 10 years with Henkel, a multinational chemical and consumer goods giant. Her experience helps Garden Society bring out the best in cannabis with artisan-made gummies, chocolates and live hash rosin. Garden Society products are currently available in California and Ohio and coming soon to New Jersey. Instagram: [@grdnsociety](#)

About [Chemistry](#)

[Chemistry](#) is an Oakland-based brand that combines high-level organic chemistry with time-honored farming traditions. The brand's mission - "Stay True to the Plant" - manifests in small-batch harvests and full-spectrum products that embody the essence of the earth and plant, meticulously curated to capture the flavor and effects of each specific strain. Started with one of California's first manufacturer licenses, Chemistry is currently available in California and coming soon to Ohio and New Jersey. Instagram: [@trychemistry](#)

For more information, please contact:

Name: Maggie Connors

Company: VP Marketing Garden Society

Email: info@thegardensociety.com



This press release is distributed by the [Newsworthy.ai™ Press Release Newswire](#) - News Marketing Platform™. Reference URL for this press release is [here](#).